Victoria Lu

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WEBSITES

🌐 https://www.victoriaxlu.com

in https://www.linkedin.com/in/victoria-lu20

LANGUAGES

English
native, fluent

Chinese (Mandarin)
fluent

Italian
intermediate

LEADERSHIP & ACTIVITIES

Teaching Assistant
Cornell University CIS Department

Layout Designer
Crème de Cornell, Food Magazine

Brother
Alpha Phi Omega, Gamma Chapter

TECHNICAL SKILLS

Python	Java
Matlab	HTML
CSS	JavaScript
PHP	SQL
Photoshop	Figma
Illustrator	InDesign

INTERESTS

Food blogging, travel, sustainability, graphic design, photography

EDUCATION

2018-2022

Cornell University
Bachelor of Arts in Information Science | GPA: 3.81
Concentrations: UX Design and Data Science

RELEVANT PROJECTS
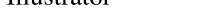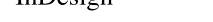
2018-2019

Homebuddy
Product Management Case Study
Conducted user and market research of off-campus housing problem space and devised a high fidelity prototype that provides users with a comprehensive and interactive platform for housing options.

2019-2020

2 in 1: A More Personable Instagram
UX Design Case Study
Analyzed user needs, ideated 50+ potential opportunity areas, and designed a feature to encourage users to pursue more personable interactions.

2020-2020

Governmental and Societal Factors of COVID-19
Data Science Final Project
Utilized data research and modeling processes to generate statistical insights regarding the various factors that affect the spread of COVID-19.

2020-2020

Prepster: Your Meal & Grocery Helper
Human-Computer Interaction Semester Project
Formulated user needs from identified pain points in the meal-prepping problem space, assembled a prototype to externalize design ideas, and evaluated the usability of the prototype.

PROFESSIONAL EXPERIENCE

2019-2020

MISSYONMADISON
Social Media/Editorial Intern
Established 40+ PR assets for brand management to increase social media followers by 175% on average, and initiated a series of weekly fashion and lifestyle style graphics for the blog.

2020-2020

ASSUAGE INTERNATIONAL
Influencer Marketing Intern
Spearheaded influencer marketing campaigns with micro and mid-tiered influencers and bloggers with engagement rates of 10-20%, and created database of 40+ influencers to support the Marketing Team in driving customer acquisition and brand growth.